

Course Unit: 956325 - Management and Marketing in Sport and Physical Activity

Year 2 Semester 3 ISCED Code: 1014 ECTS: 4

Type of Course Unit: Compulsory Delivery Mode: Face-to-face Language of Instruction: Portuguese

COURSE COORDINATOR: Pedro Bento

HOURS OF WORK

TOTAL HOURS	Contact Hours								Hours in autonomous work
	Theory	Theory and practice	Practical and laboratory work	Field work	Seminar	Internship	Tutorial guidance	Other	
100	45	15							40

Prerequisites (if applicable): <<Max 500 characters with spaces>>

LEARNING OUTCOMES (knowledge, skills and competence)

- Develop the ability of analysis and interpretation of social facts that are characteristic to sporting activities;
- Knowing and master the organization of sport events;
- Knowing the basis law of the sporting system;
- Understanding the competences of a sports technician;
- Knowing the current sports trends;
- Endow and develop in the students the ability of distinguishing and understanding the trends of certain social phenomena in the sporting world;
- Mastering the survey of the sport situation;
- Knowing and applying the planning phases: strategic; tactic and operational;
- Manage projects;
- Provide knowledge about the scope and contents of the marketing activities in the sports context;

CONTENTS

Introduction to management concepts; External and internal diagnosis; Management functions;
Project investment concepts; Project cycle;
Project funding;
Projects evaluation;
Project management and implementation; Marketing in the current world and its environment;
Strategic orientation; Compound marketing; Market research.

DEMONSTRATION OF THE CONTENTS COHERENCE WITH THE COURSE UNIT'S LEARNING OUTCOMES

This curricular unit aims to develop the problematic of Planning and Management, related to the existence of sporting projects. It is intended that the students are able to elaborate projects and manage spaces of physical and leisure activity.

It is also an objective to create in the students' incentives to create, through personal initiatives, motivations at the level of sport

organization and management, as well as in the development and achievement of projects.

It is also an objective to create in the students incentives to create, through personal initiatives, motivations at the level of sport organization and management, strategies, products or forms of promotion for the services where they might be inserted in the future in a professional context.

TEACHING METHODOLOGIES

The teaching methodologies of this curricular unit consist of two strands: theoretical exposition and group work. The assessment in this curricular unit consists of: normal season: group paper about a project (55%) and a written test (45%), during the appeal season a written examination takes place.

DEMONSTRATION OF THE COHERENCE BETWEEN THE TEACHING METHODOLOGIES AND THE LEARNING OUTCOMES

The adopted methodology in this curricular unit meets the learning processes in the Project management area. Through practical mechanisms, it is intended that the students create a concept associated with the area of sports and afterwards test it with potential beneficiaries, developing in this way all the procedures to create an innovative idea. Besides the conceptual function of the whole process, the financial component is equally applied and adjusted according to the business plan.

EVALUATION METHODS

Group work (55%)

Test (45%)

MAIN BIBLIOGRAPHY

AAKER, David A. Administração Estratégia de Mercado. 7ª Edição. Porto Alegre : Bookman, 2007

Cunha, L.M. (2007), Os Espaços do Desporto – Uma Gestão para o Desenvolvimento Humano, ed. Almedina, Coimbra, 2007, ISBN - 13:978-972-40-3245-0.

Kotler, P. and Keller, K. (2012). Marketing management. Upper Saddle River, N.J.: Prentice Hall.

Lindon, D.(2010). Mercator XXI - Teoria e Prática do Marketing de Denis Lindon. Lisboa: Public. Dom Quixote

Mintzberg, H. (2010): “Estrutura e Dinâmica das Organizações”, Publicações Dom Quixote, 4ªEdição. Lisboa

Mullin, B. J., Hardy, S., & Sutton, W. A. (2014). Sport marketing. Fourth edition. Champaign, IL: Human Kinetics.

Kotler, P. and Keller, K. (2012). Marketing management. Upper Saddle River, N.J.: Prentice Hall.

Year of implementation: 2015/2016 | Date of approval by the Technical-Scientific Board: 2015-09-01